

building COMMUNITY

For Indiana's Third Century

November/December 2004

**building
COMMUNITY**, a bimonthly publication of Indiana 2016, solicits articles from around Indiana that illustrate community-based efforts. Please electronically submit articles to kbrett@dwd.state.in.us. Digital photographs are accepted and encouraged.

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Through the years... *How a Holiday Party has grown from a red wagon to over 400 families*



What started 16 years ago with some neighbors delivering food and gifts in a little red wagon has grown into an annual holiday party serving over 400 families with food, gifts, and community spirit in **Indianapolis's** Old Northside. How did it happen? What is necessary to sustain and grow such a large-scale event?

Coordinated almost entirely by volunteers, Santaland has continued to grow each year, attracting new volunteers and energy. Held in the Old Centrum building at 520 E. 12th Street, Santaland works hard to ensure that the event retains some of the small neighborhood appeal, but volunteers also work diligently to bring in corporate and foundation dollars that allow the event to grow in scope. What makes it work? Below are some of those essential elements:

1. Spokesperson

Whether it is a board member, a volunteer, or someone who lends his/her name to a cause, a spokesperson lends credibility to sponsors and volunteers.

2. Committed volunteers

Make a spot for everyone, from the youngest to the oldest, but make sure your core committee believes in the event enough to make it fly.

3. Buy-in from the community

Keep the affected community informed.

Discuss what new skills are needed before bringing in new people and be diligent about keeping the lines of communication open.

4. Buy-in from the sponsors

Invite sponsors to the event, send them pictures, and recognize their contributions.

5. Prevent burnout! Provide opportunities for growth

Plug in energized volunteers. Ask new people to serve on the steering committee. Trust people when they say they are burned out, and find new ways for them to stay involved while bringing in new people.

6. Set clear roles and responsibilities

Make it clear what is expected of a committee chair and of volunteers. Keep it simple and straight-forward.



(Continued on page 4)

Adapting to Global Change– A Look at Indiana and Eastern Europe

Indiana is experiencing change. New populations are moving to our cities and towns in record numbers. Our economy is changing, as we explore commitments to information technology, life sciences, and advanced manufacturing. Our buildings are changing as we work to find new uses and new energy in our downtown economic districts and for our historic structures.

Change can be a daunting challenge for communities--whether it is new economic realities, new populations, new leaders, or completely new systems of government. In November, twenty community leaders from across Indiana traveled to the Czech Republic and Poland with People To People Ambassador Programs. Led by Indiana 2016 Chairperson, Judy O'Bannon, the delegation traveled with the mission of developing mutual understanding between Hoosier leaders and their counterparts in these two emerging democracies.

The Czech Republic and Poland face issues similar to Hoosier issues, yet there are other difficulties this area of the world faces, as it struggles to develop new democracies, barely 15 years old. Entire generations lack the instinct and knowledge to get involved in their communities. Having lived with communism for over 40 years, often people do not have the history of being involved in community building institutions. At the same time, these nations are seeing increases in foreign investment and in immigration. The challenge, therefore, in this part of the world is to build community organizations and involvement at a pace that is able to keep up with the changes occurring in the business and population landscapes. After being defined by others for so long, how will they choose to define themselves? Will they be able to grow responsibly, maintaining those elements of national identity while opening their borders and cultures to new populations?

Indiana's challenges are different, yet Indiana too stands at an impasse. How can our community building organizations adapt to address our new assets and challenges? Change can be a positive element for a community, but are we prepared to address that change—maintaining the elements of our community that define our existence while adapting to involve new elements? How is your community or organization addressing changing needs and resources? Tell us about it—we'd love to hear about it and share your story with others. Please send any stories or ideas to kbrett@dwd.state.in.us.



Source: www.czech.cz



Source: www.in.gov



Source: www.cia.gov

The Power of Purple

by Amy Stark

American Cancer Society's signature fundraiser, Relay For Life, has spread across Indiana and the country. Most are organized by community leaders and follow a well-established program. At Valparaiso University, V.O.I.C.E., a student-run volunteer group, teamed up with the American Cancer Society and the Valparaiso Community Schools to change the traditional event to something one-of-a-kind!

April 30, 2004 marked the unveiling of a very different Relay For Life: a **KIDS** Relay For Life. The theme for the inaugural year was "Team Up Against Cancer: Kids Care Too!" Children in grades 2-8 were invited to form teams and participate in a full Relay For Life event, after school until 8:00 p.m.

Instead of adapting Relay For Life events into a regular gym class activity or as a miniature part of a larger Relay, this Relay had everything designed for cancer education and empowering the leaders of tomorrow. Events at this Relay included: cancer education games, crafts, team games, ambulance and fire-truck tours, autographs from University basketball players, music from the college radio station, clowns, dancing, and fun-theme laps.



The event concluded with a special Luminaria ceremony honoring people who have fought cancer. Three elementary children read essays as part of the ceremony personalizing how cancer has touched their lives.

This unique event had over 300 children participating from 9 different schools and raised over \$15,000 for cancer. The event changed the way the community viewed children's participation; kids could be active participants rather than a subgroup to assist in fundraising or to watch the main event.

A leadership team of 10 college students, led by Leslie Fobian (Class of '04) and Amy Stark (Class of '06) worked long hours coordinating the schools, children, and college volunteers. Over 200 Valparaiso University students volunteered to make the day a success.



The event combined the goals of bettering the community and empowering children and, to our knowledge, there is not a similar event anywhere in the country. It involved Valparaiso University into the community in way that was uncommon and brought hope, change, and involvement for children yearning to make a difference and exceeded anyone's (including the volunteers') expectations!

Amy Stark is a student at Valparaiso University.

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Santaland

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Indiana 2016 Leadership Summit

On February 28, 2005, invited Hoosier college and university students will convene at the Indiana Historical Society for a one-day series of lectures and dialogue focused on "Indiana in a Global Society". Through engaging students with history, economics, and policy issues, the summit aims to invoke thought and promote bonds between outstanding students and the Hoosier state. Featured speakers include Dr. James Madison, Morton Marcus, and others, as well as the participation of community leaders in discussions throughout the day. **For more information, contact Matt McMichael at 317-234-2595.**

7. Be open to change

Whether it is logistically or perhaps a shift in mission. Expect changes and seek them out!

8. Start Spreading the News!

Be proactive in getting the word out—to potential sponsors, to clientele, to volunteers, and to media outlets.

9. Record keeping and yearly evaluation

It's the least exciting part of an event, but it is *essential*! It will assist next year's committee, and advise all aspects of future planning.

10. Effective leadership

Find people who are conscious of the need to involve others and who can get the work done.

Mark Your Calendars!

TE-21 Deadline

Jan. 31--Application Due
Info:

www.in.gov/dot/modetrans/tea/index.html

Main Street 101s

Jan. 25--Austin
Feb. 22--Hammond
March 1--Marion

March 3--Ellettsville

Info: www.mainstreet.in.gov

2004 Governor's Conference on Service and Volunteerism a Success!

Visit www.in.gov/iccsv for more pictures and details on the conference!



Changes in Store for Indiana 2016

For the past 8 years, Indiana 2016, previously known as the Hoosier Millenium, has encouraged communities across the state to "build community." Our activities have been varied--from an RV that traveled the state with community building tool boxes, to environment and technology-based events and educational acitivities reaching thousands, to a partnership with public television that produced the award-winning, Emmy-nominated television series, "Communities Building Community." As Indiana 2016 looks toward an evolving future, we hope to continue to build upon some of these successes and partnerships, and we look forward to working with communities and organizations across the state to strengthen Indiana communities by 2016!

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